

ABSTRACT OF THE DISCLOSURE

A system and method of offering photofinishing services involves receiving an exposed photographic film from a customer; developing and scanning the film to produce a digital image; displaying examples of a plurality of looks on a color display medium to a customer; receiving a selection of a preferred look from the customer; and applying the selected look to the digital image to produce a processed digital image having the preferred look.

1. The first step is to identify the problem or goal. This involves understanding the current situation, identifying the key issues, and setting clear objectives.